

ABSTRACT

In marketing, brand loyalty consists of a consumer's commitment to repurchase the brand through repeated buying of a product or a service or other positive behaviours such as word of mouth. Halua Delima is traditional candies which comes from Malay Deli heritage. Researcher wish to see how several factors such as product characteristic, brand awareness and word of mouth affect "Halua Delima" customer emotional attachment in relation to customer brand loyalty. The research is conducted using quantitative methodology with non probability sampling from Halua Delima customer who live in Medan. Structural Equation Model (SEM) is used to analyze the data. The findings in this research noted that there is significant positive relationship among variables tested in hypotheses, including product characteristics, brand awareness, word of mouth, emotional attachment and brand loyalty.

Keyword : *product characteristics, brand awareness, word of mouth, emotional attachment, brand loyalty, structural equation model.*